



# CITY OF LODI

## COUNCIL COMMUNICATION

**AGENDA TITLE:** Project Facilitator - Downtown/Cherokee Lane Revitalization Project

**MEETING DATE:** September 4, 1996

**PREPARED BY:** City Manager

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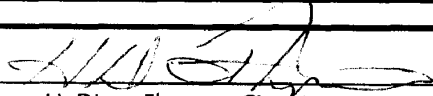
**INFORMATION:** The City Manager will hire a temporary employee (Cynthia Haynes) to act primarily as the facilitator for the merchants and property owners during the construction phase of the City's revitalization project in the downtown and on Cherokee Lane. In as much this is a temporary position, no Council action is required.

**BACKGROUND:** See attached memorandum. To ensure that the construction phase of the downtown and Cherokee Lane project are accomplished with the least impact on merchants and property owners, it is important that the merchants and property owners have a single point of contact to represent them on a day-to-day basis to ensure that their concerns and questions are conveyed to the right office or contractor and that they get an answer to their questions and concerns as expeditiously as possible.

The construction phase of the revitalization project may adversely impact many of the property owners and merchants in the downtown and on Cherokee Lane. To keep this to a minimum, staff believes that a facilitator acting on behalf of the merchants and property owners will be able to keep the City staff and contractors informed of their concerns and questions and give them a single point of contact with which to work. Otherwise, the merchants and property owners will be faced with the confusion of having to contact different offices and contractors should they have a problem, concern or question. This could result in a public relations disaster and have just the opposite impact on business which the revitalization project was designed to accomplish.

The facilitator will also be able to assist city staff and contractors keep the property owners and merchants informed of construction schedules and other issues which may directly or indirectly impact them.

APPROVED: \_\_\_\_\_

  
H. Dixon Flynn -- City Manager

The position of facilitator will be complex, require a high level of public relations skills and require experience in working contractors and city staff. Without a good public relations program during construction, this project might not accomplish the objectives for which the city and property owners are investing a great deal of money.

In addition to the duties as facilitator, Ms. Haynes will assist the City Manager and the LDBA in developing an organizational structure to promote economic development in the downtown. This will require a significant amount of research and staff time to prepare, evaluate and present to the LDBA and the City Council.

Attachment

## **MEMORANDUM**

August 23, 1996

**TO:** Mayor and City Council

**FROM:** Dixon Flynn, City Manager

**SUBJECT: Revitalization Coordinator**

### **PURPOSE**

Information paper to advise City Council of my intention to hire Cynthia L. Haynes as a temporary (at will) employee for up to 18 months. In as much as this is a temporary position, no Council action is required.

### **DUTIES AND RESPONSIBILITIES**

Her duties and responsibilities will include:

- Coordinating the Central City Revitalization and Cherokee Lane Project by acting as the facilitator between merchants, property owners, contractors, public and private utilities, and city staff to ensure that any adverse impact on businesses or property owners is kept to a minimum.
- Assist the City Manager in developing alternative downtown business association organizations for review by the LDBA and City Council and to assist the LDBA in the selection and appointment of a downtown coordinator.
- Marketing electric utility programs.
- Other projects as assigned.

### **SALARY AND BENEFITS**

Ms. Haynes will be paid at a rate of \$46,500 per year plus benefits.

### **QUALIFICATIONS**

See attached resume.

### **FUNDING**

The position will be funded by carryover funds in the City Manager's accounts from fiscal year 1995-96. The carryover balance is \$191,863. Ms. Haynes' will be assigned to the office currently set aside for the City Council until her appointment is over.

### **COORDINATION**

This action has been coordinated with the LDBA Board.

TO DIFON

JUN 25 1996

City Manager's Office

**CYNTHIA L. HAYNES**

3025 Eagles Nest  
Auburn, CA 95603

(916) 823-8840

**CAREER SUMMARY**

A results-oriented contributor with ten years of project management experience. Substantial expertise in marketing, public relations, consensus building, customer focus and interaction. An energetic and innovative professional who cares about people, works well as part of a team or individually, and whose work carries a proven track record.

**PROFESSIONAL EXPERIENCE**

**MARKETING CONSULTANT**

1995-1996

Self employed, Auburn

- Create and implement marketing and public relations plans for personalities, new products, and established businesses including PG&E.

**US BANK OF CALIFORNIA**

1994

Manager of Public Relations and Corporate Contributions, Sacramento

- Planned, managed and coordinated bank media and public relations activities emphasizing local and regional news media for 66 branches.
- Administered and communicated direction for all areas of charitable giving and community involvement.

**PACIFIC GAS AND ELECTRIC COMPANY**

1979-1993

Energy Efficient Environment Project Coordinator, Rocklin

1993

- Managed a two million dollar energy efficiency research project including tours, national media coverage and research.

Senior Community and Governmental Relations Representative, San Francisco

1991-1993

- Managed the corporate United Way Campaign for 35,000 employees and retirees and assisted the company president in his chairmanship of United Way of the Bay Area.
- Exceeded contributions of \$3.2 million per year through coordinating a 50 employee steering committee, designing a campaign theme, video, art work, publicity, training and reporting.

Residential Account Supervisor, Auburn

1989-1991

- Supervised division residential energy efficiency, community and local government programs.
- Managed staff of 16 bargaining and non-bargaining staff.
- Established a Winter Communications Plan which improved the division's customer satisfaction ratings and which received a Performance Recognition Award.
- Developed a successful division political action campaign resulting in the highest per capita giving and which received a Performance Recognition Award.

**Pacific Gas and Electric Company (continued)****Public Affairs Representative, Sacramento****1988-1989**

- Established a community and governmental key contact program and managed the region's United Way campaign.
- Achieved a 14 percent increase in United Way contributions and received Sacramento area's United Way Spirit Award.
- Orchestrated a community and governmental alliance development program utilized region-wide to track, monitor and communicate with community, governmental agencies and elected officials.

**Division Community Representative, Auburn****1987-1988**

- Designed and managed award winning division newsletter.
- Orchestrated tours of company facilities and initiated an annual media background dinner.
- Received "Employee of the Year" award from Auburn Chamber of Commerce.

**Commercial Conservation/Marketing Representative, Auburn****1979-1986**

- Conducted more than 247 presentations in one year to community and governmental groups regarding energy efficiency resulting in receiving a Speakers Bureau award from the Vice President of Corporate Communications.
- Established and coordinated the division's first Consumer Advisory Panel.
- Provided initial company contact with residential and small commercial customers to coordinate establishment of electric and gas service.
- Scheduled construction crews to meet customer's construction deadlines with an average of 250 customers per year.

**COMMUNITY ACTION COUNCIL OF SAN JOAQUIN COUNTY****1987-1979****Community Food and Nutrition Coordinator, Stockton**

- Managed county-wide community food and nutrition program.
- Received "Outstanding Citizen Award" from County Board of Supervisors.
- Designed and implemented award-winning adult education course, "Homemaking for individuals with Disabilities," a program which promoted independent living.

**EDUCATION****Master of Science, Public Relations, Golden Gate University, San Francisco    In Progress****MBA, Emphasis in Marketing, National University, Sacramento    1986****Bachelor of Arts, Dietetics/Business Administration, San Jose State University    1976****Associate of Arts, Social Science, San Joaquin Delta College, Stockton    1975****COMMUNITY CONTRIBUTIONS/MEMBERSHIPS**

- ♦ Soroptimist International of Historic Auburn, Past President, 15 year member
  - ♦ Placer County Arts Council, Past Board President, 6 year member
  - ♦ City of Auburn Arts in Public Places Task force, Chairperson
  - ♦ Public Relations Society of America, member